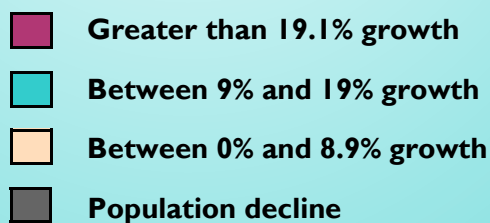
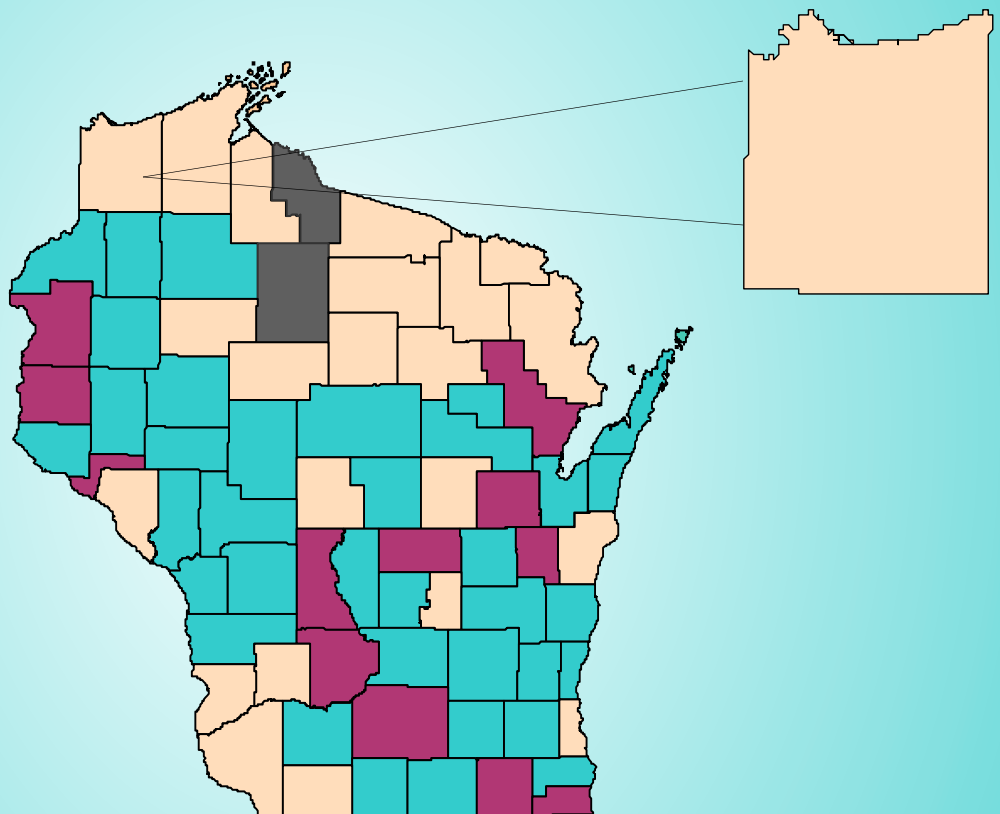


# Douglas County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.  
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



## County Population

The population increased 0.9 percent in Douglas County from April 2000 through December 2001. Even though the increase fell shy of growth in the state or nation it follows decades in which the county lost population and was better than the decline in population in St. Louis County, Minnesota, location of the City of Duluth.

The Town of Superior, with an increase of 63 residents, had the largest numeric increase in the county and was followed by the increase of 36 residents in the City of Superior. Population growth is from both 243 individuals who moved to the county and an increase of 147 from natural causes (births exceeding deaths).

Douglas County is part of the Superior-Duluth metropolitan statistical area and when compared to other metro areas population growth was a bit anemic not only in total increase, but in increases from both migration and natural causes.

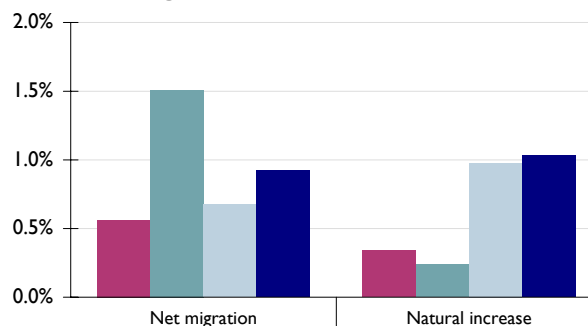
One reason for fewer births is less ethnic diversity in the county population and fewer foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to some degree in Wisconsin, an increase in births is linked to non-white populations. Even though the number of births to whites is still the greatest share of all births, that is declining as births to other ethnic groups increases.

Most of the foreign-born residents in Douglas County were born in European countries, followed

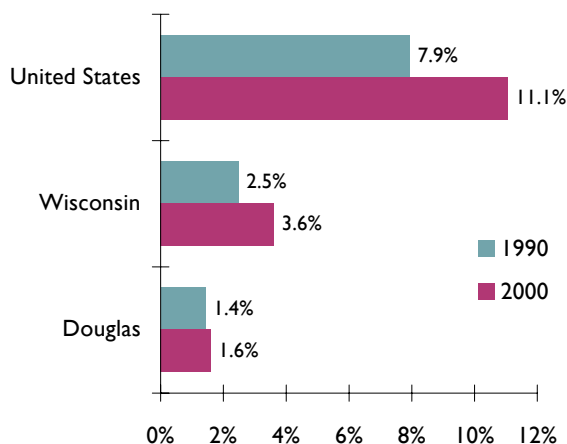
### Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
<b>United States</b>	281,421,906	286,923,000	2.0%
<b>Wisconsin</b>	5,363,701	5,453,896	1.7%
<b>Douglas County</b>	43,287	43,677	0.9%
<b>Largest Municipalities</b>			
Superior, City	27,368	27,404	0.1%
Superior, Town	2,058	2,121	3.1%
Parkland, Town	1,240	1,246	0.5%
Oakland, Town	1,144	1,172	2.4%
Amnicon, Town	1,074	1,095	2.0%
Hawthorne, Town	1,045	1,063	1.7%
Summit, Town	1,042	1,054	1.2%
Lake Nebagamon, Village	1,015	1,023	0.8%
Solon Springs, Town	807	833	3.2%
Wascott, Town	714	739	3.5%

### Net migration and natural increase



### Share of Foreign-born Residents



Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

by those from Asia and a substantial number from other North American countries. Out of a total foreign-born population in 2000 of 691, 328 moved to the county prior to 1980.

In the last decade there were over 5,200 births in Douglas County, less than the 5,300 residents 0-9 years old living in the county in 2000 (see table on page 2). By 2010 the number of residents under nine is projected to decline, the result of fewer

(Continued on page 2)

# Douglas County Workforce Profile

## Population Projections by Age Groups in Douglas County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
<b>2000</b>																
Male	1,278	1,470	1,564	1,642	1,500	1,306	1,355	1,609	1,827	1,737	1,517	1,085	875	731	679	1,157
Female	1,265	1,329	1,430	1,674	1,499	1,287	1,292	1,742	1,696	1,700	1,396	1,048	873	849	777	2,098
<b>2005</b>																
Male	1,292	1,294	1,503	1,583	1,456	1,583	1,332	1,425	1,656	1,824	1,714	1,478	1,033	804	594	1,158
Female	1,237	1,281	1,360	1,448	1,542	1,637	1,295	1,318	1,759	1,710	1,680	1,366	1,017	830	777	1,987
<b>2010</b>																
Male	1,353	1,302	1,314	1,518	1,400	1,531	1,613	1,404	1,470	1,654	1,802	1,671	1,409	951	656	1,103
Female	1,297	1,247	1,302	1,374	1,331	1,669	1,644	1,322	1,331	1,775	1,687	1,641	1,325	967	759	1,912
<b>2015</b>																
Male	1,423	1,360	1,319	1,322	1,338	1,472	1,553	1,696	1,447	1,466	1,632	1,755	1,592	1,298	777	1,122
Female	1,362	1,304	1,265	1,312	1,261	1,440	1,672	1,676	1,334	1,343	1,749	1,646	1,591	1,260	885	1,860
<b>2020</b>																
Male	1,424	1,428	1,378	1,325	1,164	1,405	1,491	1,624	1,747	1,443	1,448	1,591	1,674	1,469	1,064	1,248
Female	1,363	1,368	1,322	1,275	1,205	1,367	1,443	1,702	1,693	1,348	1,325	1,708	1,599	1,517	1,157	1,966

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

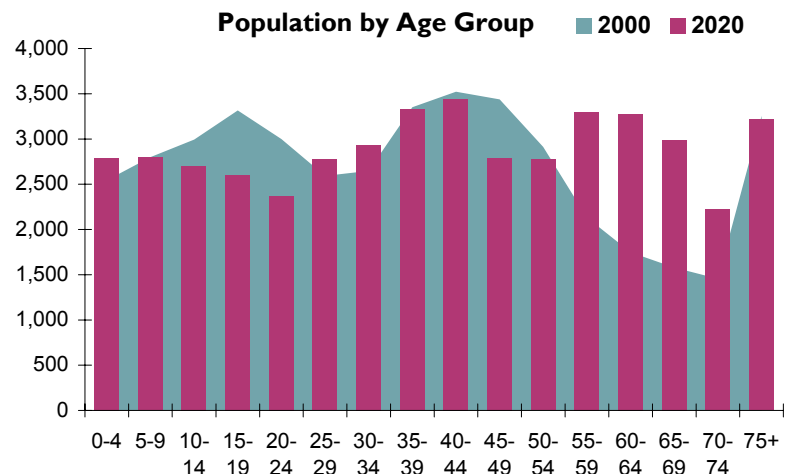
births and less in-migration of families.

The total population is projected to increase 6.8 percent to 47,180 by 2020. The greatest increase will occur in the population groups between 55 and 69 years old. This increase is from both aging residents and migration of new residents.

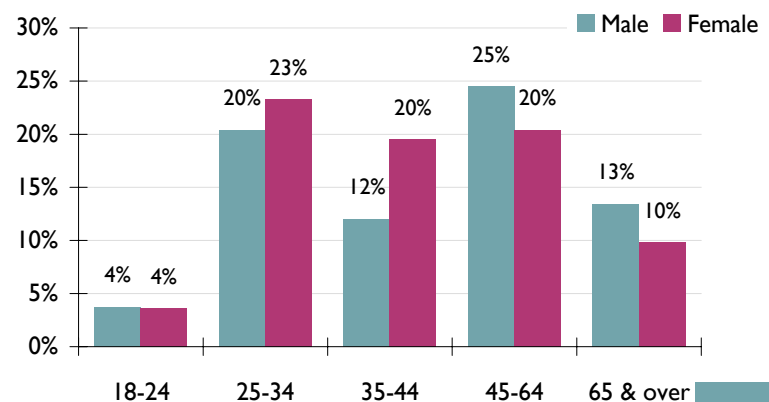
The graph on the right illustrates some of the changes that will occur in the county population. By 2020 not only will there be more older residents, there will be fewer residents in the younger age groups. Some of that deficit is the result of fewer births in the late 1990s and early 2000s, but there is also the loss of young people who leave the area once they graduate from high school and, a second out-migration upon completion of post-secondary education.

The bottom graph in some ways also tracks the loss of younger residents. Statewide, the percentages are higher than in Douglas County even though there is a University of Wisconsin campus in Superior. While 20 percent of male and 23 percent of female residents in the 25-34 year group have at least a bachelor's degree those percentages drop significantly, especially for men, in the next age group.

A noticeable trend in Douglas County, as well as in the state, is that a higher share of younger females have a bachelor's degree than men. In the older age groups, however, illustrates a generation where more men attended college.



## Percent of age group with at least a Bachelor's degree in Douglas County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

## Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates are highest for the middle age groups and lowest for the older age groups. This is typical in most counties and states and reflects the changing needs and desires of people to work. Younger residents are in school, middle-aged residents have many financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Douglas County in 2002 was 67.8 percent, lower than in the state, but higher than the 66.6 LFPR in the nation.

The Wisconsin LFPR is higher than in Douglas County because there is greater participation from all age groups and especially from older residents. In Wisconsin male and female LFPR among 55-61 year olds are 77 and 65 percent, respectively, and among 62-69 year olds, 37 and 29 percent, respectively. Compare those with the rates in the top chart.

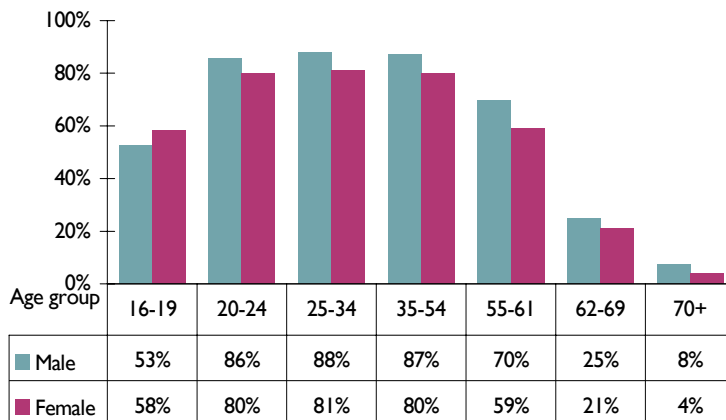
The lower participation rates in Douglas County could reflect jobs that require more physical, rather than mental, abilities; residents who move to the county to retire, not to work; or, hours and pay of part time jobs that do not entice to older workers.

These issues need to be addressed in the next ten years. By 2020 the number of residents over 55 years old in the labor force age population (16 years and older) will increase from 30 percent in 2000 to 40 percent. Currently this is the age when participation in the labor force begins to wane.

Increasing the participation rate could help alleviate some of the impending labor shortage. Based on 2000 LFPR of age groups and population projections the graph on the right shows the number of residents in 2020 that will be in the labor pool. By 2020, even though the number of residents will increase, the number who participate in the labor force will increase on two percent. In the last twenty-year pe-

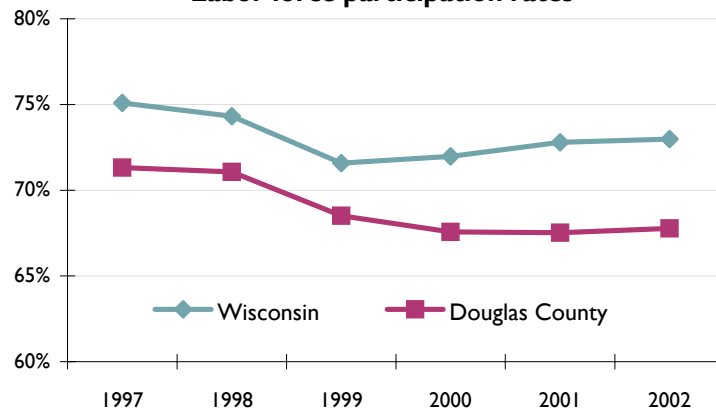
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**Douglas Labor Force Participation by Age & Sex in 2000**



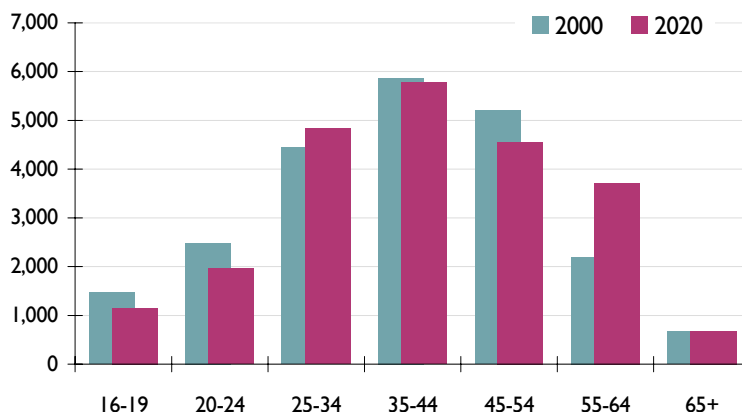
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

**Labor force participation rates**



Source: WI DWD, Office of Economic Advisors, 2003

**Labor Force by Age in 2000 & 2020 in Douglas County**



Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

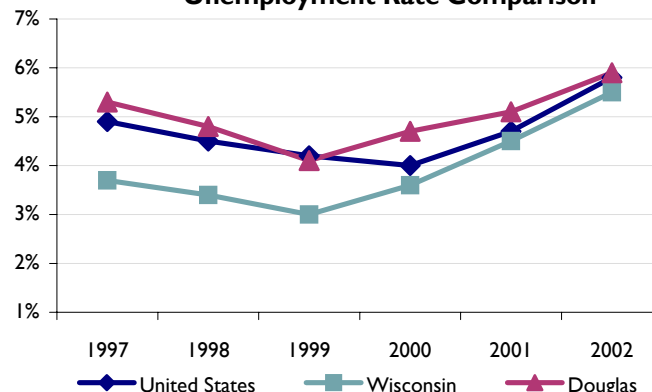
## Douglas County Workforce Profile

riod the labor force in the county expanded 18 percent.

Of the 23,049 residents who currently participate in the labor force 21,864 are employed and 1,365 are unemployed. The number of employed is down from a high in 1998 due to the recession and loss of jobs in the county. Unemployment rates have also climbed to the highest level since 1994.

As the economy recovers, and labor shortages once again become a major problem for employers, unemployment rates will decline but so will job growth.

Unemployment Rate Comparison



Douglas County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	22,928	23,052	22,204	22,594	23,005	23,049
Employed	21,717	21,956	21,286	21,540	21,839	21,684
Unemployed	1,211	1,096	918	1,054	1,166	1,365
Unemployment Rate	5.3%	4.8%	4.1%	4.7%	5.1%	5.9%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

## Occupations in demand

Douglas County is in the northwest region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turn-over is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and general managers. All three require a greater degree of education and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. In Northwest Wisconsin, however, even the fastest growth occupations include many that require only short-term training. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that changes from 2,000 to 2,200 jobs increased only 10 percent.

Northwest Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$15.50
	Personal and Home Care Aides	1-month or less training	\$8.13
	Home Health Aides	1-month or less training	\$8.95
	Social/Human Service Assts	1-12 mo. on-the-job training	\$12.72
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$7.94
	Security Guards/Gaming Surv Offcrs	1-month or less training	NA
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Emergency Med Techs/Paramedics	Postsecondary voc. trng	\$9.82
	Tchrs/Prim/Sec/Adult/All Other	Bachelor's degree	\$10.19
	Fitness Trainers/Aerobics Instruct	Postsecondary voc. trng	\$7.54
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Cashiers	1-month or less training	\$7.09
	Waiters/Waitresses	1-month or less training	\$7.38
	Retail Salespersons	1-month or less training	\$8.23
	Registered Nurses	Bachelor's degree	\$20.27
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.27
	Bartenders	1-month or less training	\$6.65
	Maids/Housekpng Cleaners	1-month or less training	\$7.76
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.61
	General and Operations Mgrs	Work experience & degree	\$26.89

\* The most common way to enter the occupation, not the only way

\*\* Wages from Occupation Employment Statistics survey responses for region, 2001  
Northwest WDA includes Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn counties.

Source: WI DWD, Bureau of Workforce Information, 2002

## County Commuting Patterns

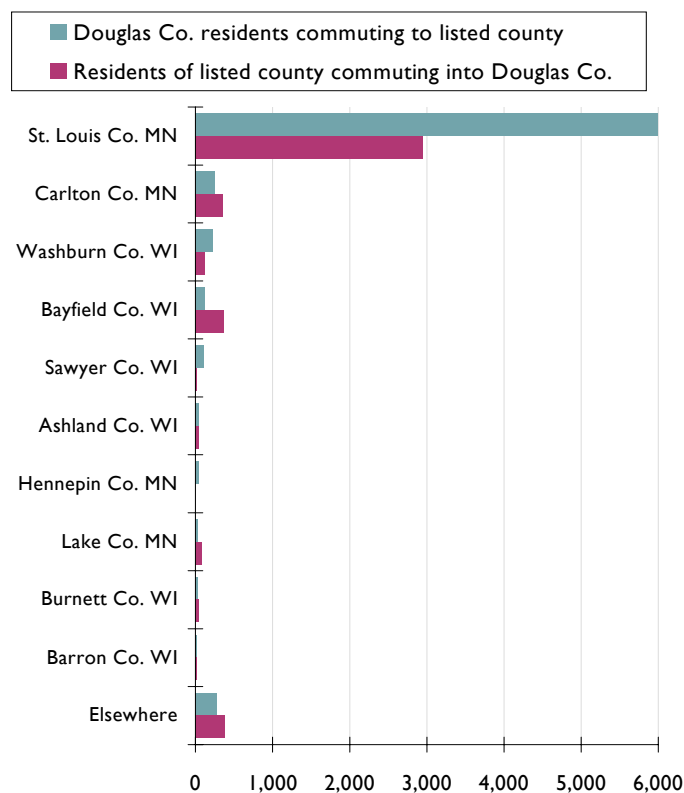
The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated data sets released by census. It is a key piece of information when profiling the workforce of a local community, especially in Douglas County where commuting patterns are dominated by the flow of traffic to and from St. Louis County, Minnesota, including the City of Duluth. In Wisconsin commuting patterns for

municipalities are also available every ten years from the census and were released in April 2003.

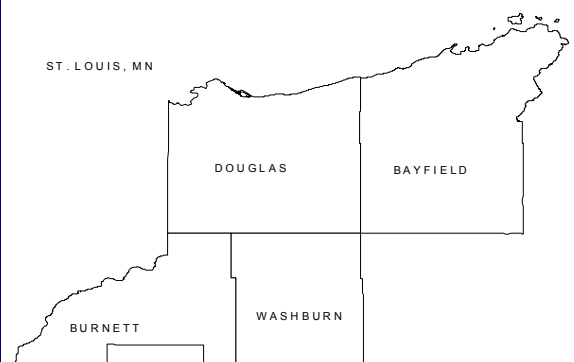
In Douglas County 7,148 residents, over 35 percent of the county's workforce, traveled out of the county for a job. Nearly 90 percent of the workers who left the county headed for destinations in Minnesota primarily in St. Louis County and four in five workers commuting to St. Louis County stopped when they reached the City of Duluth. This is the reason that Douglas County is part of the Duluth-Superior metropolitan area. The traffic flows in both directions but only 2,948 workers cross the bridge to employers in Douglas County.

In addition to those who commute to jobs in St. Louis County, 1,160 residents find jobs with employers in other neighboring counties, primarily Washburn, Bayfield and Burnett counties in Wisconsin and Carlton County in Minnesota (western border). Residents who travel out of the county for a job are still included in the local labor force and is one of the reasons that the number of employed is greater than the number of jobs with Douglas County employer.

Even though over one-third of the workforce leaves the county for a job, employers in Douglas County attract over 4,400 workers from neighboring communities to work in local jobs. Most of those workers are Minnesota residents but nearly 500 live Bayfield and Washburn counties in Wisconsin. From nearly all directions the destination for nine of every ten inbound commuters is the area that includes the City, Village and Town of Superior. The combined area attracts nearly 4,000 non-county workers to help local employers fill job vacancies.



	Douglas Co. residents commuting to listed county	Residents of listed county commuting into Douglas Co.	Net gain or loss of workers
St. Louis Co. MN	5,991	2,948	-3,043
Carlton Co. MN	246	363	117
Washburn Co. WI	227	128	-99
Bayfield Co. WI	120	365	245
Sawyer Co. WI	106	17	-89
Ashland Co. WI	46	46	0
Hennepin Co. MN	42	not avail.	not avail.
Lake Co. MN	33	83	50
Burnett Co. WI	33	51	18
Barron Co. WI	23	21	-2
Elsewhere	281	385	104



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

## Industry Employment -

### Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Because NAICS is so different, revisions to earlier years' estimates are difficult and do not appear in this publication. Estimates for 1990 to 2001 have been published for states and metropolitan areas.

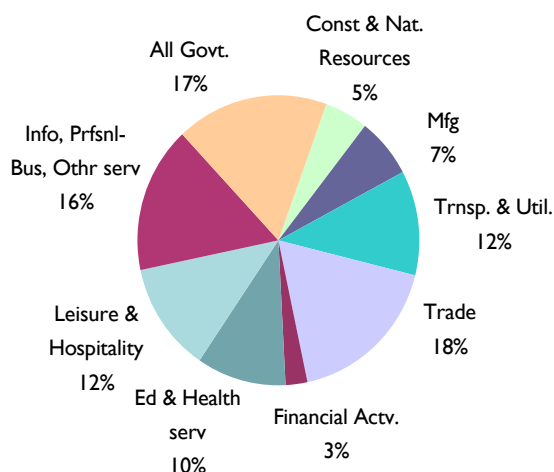
There are new industry classifications in NAICS that simply did not exist in SIC. A good example of this is the new industry sector for management of companies and enterprises. In the past, large companies reported their management operations under their primary SIC. Under NAICS they are asked to report this employment separately.

Some of the changes to the Douglas employment estimates are visible in the table below for 2002 (SIC distribution uses unrevised estimates). Transportation employment is grouped with warehousing and utilities and now comprises only 12 percent of local jobs compared with 14 percent under SIC which also included communication. Most jobs in communication were moved to a new information sector.

Wholesale and retail trade jobs declined to 18 percent of total employment in NAICS from 27 percent. There are a couple of reasons for the drop. Warehousing jobs were reassigned to the transportation group and jobs in restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and lodging facilities are also a part of this new sector, making it easier to monitor changes in tourist related businesses.

(Continued on page 7)

**Douglas County Industry Distribution: 2002**



**2002 Industry Employment in Douglas County: A comparison of two classification systems**

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	899	5%	Construction & Mining	5%
Manufacturing	1,188	7%	Manufacturing	6%
Transportation, warehousing & utilities	2,085	12%	Transportation, utilities & communication	14%
Trade (wholesale & retail)	3,169	18%	Wholesale trade	6%
			Retail trade	21%
Financial activities	486	3%	Finance, insurance & real estate	3%
Information, professional & business services, other services	2,946	16%	Services & misc (incl. agr, forestry, fishing)	28%
Education and health services	1,797	10%	Government	16%
Leisure & hospitality	2,206	12%		
Government	3,125	17%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

## Douglas County Workforce Profile

It will also be much easier to monitor the rapidly expanding health services sector, grouped with private education in the monthly estimates. Most education jobs are included in the public sector.

The lists of top ten industries and employers in Douglas County uses the North American Industry Classification System. In this list all private and public education were grouped together making it the largest industry sector in the county, as it has been for

several years. One big change with this list over previous years is the sub-groups within health services, two of which appear on the top industry list.

Together the largest industry sectors provide nearly half of all the jobs in the county while the ten largest employers provide one in every five jobs. Three of those employers are from education and two are from government. Three are related to transportation, somewhat unique to Douglas County.

### Top 10 Industry Groups in Douglas County

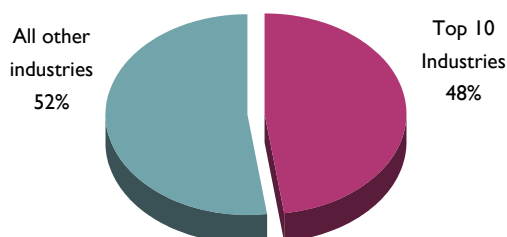
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Educational Services	7	1,755	-26
Food Services and Drinking Places	126	1,601	-36
Truck Transportation	27	1,019	270
Executive, Legislative, & Gen Government	24	713	-8
Merchant Wholesalers, Nondurable Goods	23	676	-12
Administrative and Support Services	23	623	46
Ambulatory Health Care Services	36	608	46
Nursing and Residential Care Facilities	10	600	4
Rail Transportation**	*	*	*
Food And Beverage Stores	23	483	*

\*data suppressed to maintain confidentiality

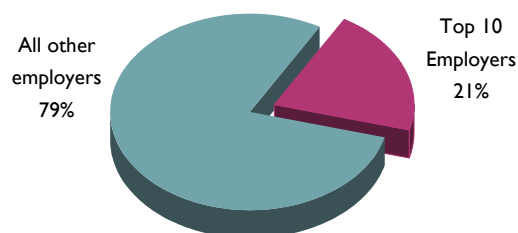
### Top 10 Employers in Douglas County

Company	Product or Service	Size
School District of Superior	Elementary & secondary schools	500-999
University of Wisconsin- Superior	Colleges, universities, and professional schools	250-499
Burlington Northern & Santa Fe**	Line-haul railroads	250-499
Advanced Data Comm, Inc.	Telemarketing bureaus	250-499
City of Superior	Executive & legislative offices, combined	250-499
Halvor Lines, Inc.	General freight trucking, long-distance, truckload	250-499
Vanguard Services, Inc.	General freight trucking, long-distance, truckload	250-499
County of Douglas	Executive & legislative offices, combined	250-499
School District of Maple	Elementary & secondary schools	100-249
Ascend Healthcare, Inc.	Nursing care facilities	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003 (except \*\* items that are not covered in ES-202)

## Douglas County Workforce Profile

The bottom graph emphasizes the strong presence of transportation employers in Douglas County. Roughly 30 percent of all jobs in the county and 33 percent of total payroll is from the super-sector group that includes transportation. The annual average wage for workers in this sector in 2002 was \$31,076 which exceeded the average wage for similar workers statewide by nine percent.

The average wage for all workers in Douglas County of \$27,031 increased 2.6 percent from the 2001 average of \$26,338. Statewide the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in the new sectors, there are still details on part time jobs and temporary employment missing that are key components of annual average wages.

Census 2000 revealed that 29.4 percent of the work-

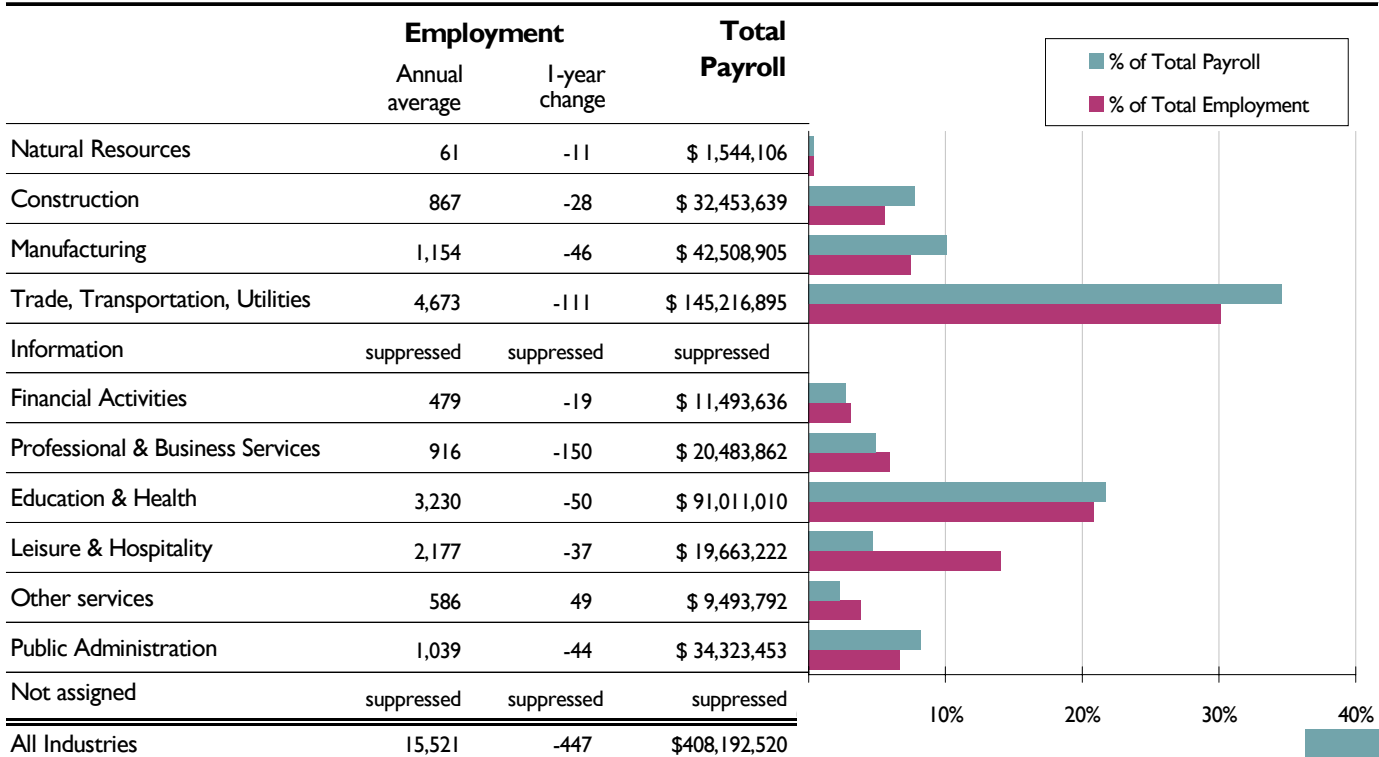
### Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	I-year
	Wisconsin	Douglas County	Wisconsin	% change
All Industries	\$ 32,422	\$ 27,031	83%	2.6%
Natural resources	\$ 25,481	\$ 25,313	99%	10.1%
Construction	\$ 39,649	\$ 37,432	94%	7.5%
Manufacturing	\$ 40,584	\$ 36,836	91%	-1.4%
Trade, Transportation, Utilities	\$ 28,422	\$ 31,076	109%	3.4%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 23,995	59%	-0.7%
Professional & Business Services	\$ 36,324	\$ 22,362	62%	5.1%
Education & Health	\$ 33,768	\$ 28,177	83%	2.9%
Leisure & Hospitality	\$ 11,837	\$ 9,032	76%	-0.0%
Other services	\$ 19,500	\$ 16,201	83%	0.1%
Public Administration	\$ 33,769	\$ 33,035	98%	3.6%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

force works part time and 23 percent works less than 40 weeks per year. In Wisconsin 24.1 percent work part time and 19.5 percent work less than 40 weeks per year. This greater share of workers with less than full-time employment lowers the annual average wage in the county.

### 2002 Employment and Wage Distribution by Industry in Douglas County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

## Per Capita Personal Income

Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Douglas County. Even though net earnings comprise 62.7 percent of total county income that is less than both the state and national share of 66.7 and 67.6 percent, respectively. That's because the share of transfer payments, which include social security, is higher in Douglas County.

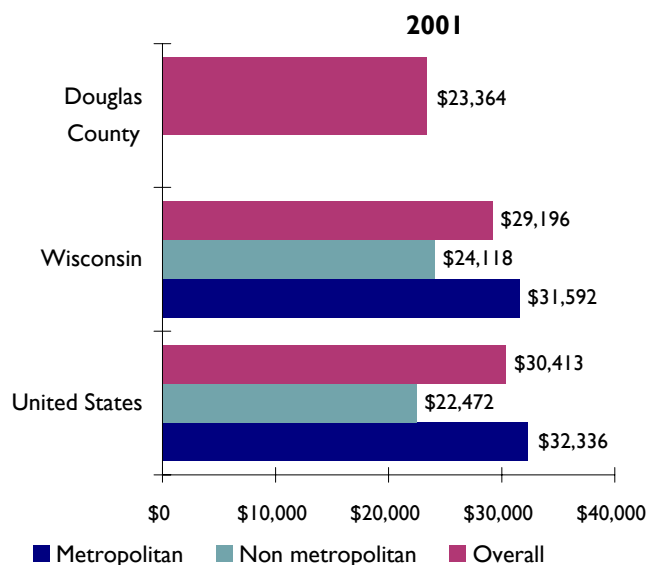
The higher share of transfer payments, plus an annual average wage that is much lower than in the

state, contribute to a lower per capita personal income in the county. The gap is even greater if you compare Douglas County to other metropolitan areas in Wisconsin and the nation. Metropolitan wages are higher primarily because the jobs available in metro areas are in occupations that demand higher salaries and competition for workers drives up wages.

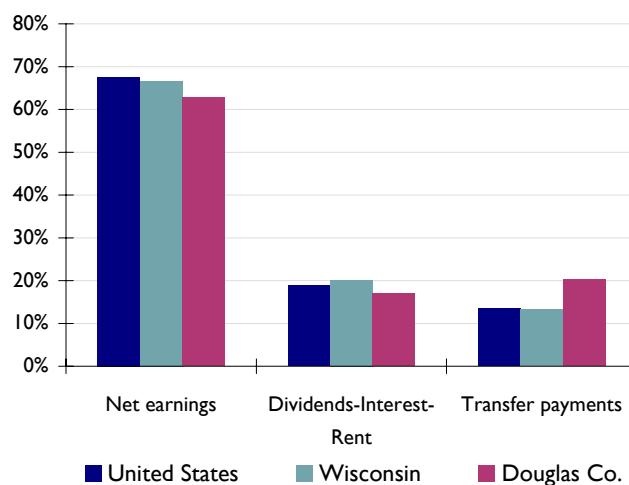
The Douglas County PCPI of \$23,364 in 2001 was 77 percent of the national PCPI and 80 percent of the state. It ranked 38th among the 72 counties in Wisconsin.

**Per Capita Personal Income**

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Douglas County	\$18,536	\$19,532	\$20,721	\$21,712	\$22,876	\$23,364	2.1%	26.0%



**Components of Total Personal Income: 2001**



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

### WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

[http://www.dwd.state.wi.us/lmi/wda\\_map.htm](http://www.dwd.state.wi.us/lmi/wda_map.htm)

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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